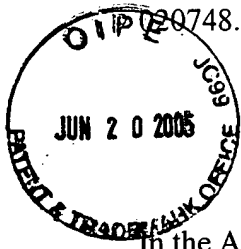


ATTORNEY'S DOCKET NO.  
09/922,348.0224PTUS

PATENT APPLICATION  
Serial No. 09/922,348



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Application of:

Borger et al.

Serial No. 09/922,348

Filed: August 3, 2001

Examiner: Carolyn Fatimah Fleary

Group Art Unit: 2152

Confirmation No.: 7283

For: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR  
INTEGRATING ADVERTISING WITHIN WEB CONTENT

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

CERTIFICATE OF EXPRESS MAILING

Express Mailing No. ER 897322674 US  
I hereby certify that this correspondence is being deposited  
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envelope addressed to Commissioner for Patents, P. O. Box  
1450, Alexandria, VA 22313-1450

Date of Deposit: June 20, 2005

Signature: Elaine Barnes  
Elaine Barnes

Dear Sir:

**Response**

In response to the Office Actions dated December 20, 2004 and January 10, 2005, please consider the following remarks. The Specification has been amended in the manner set forth below. The pending claims have been reproduced below for the convenience of the Examiner, but no amendments have been made.